



DEPARTMENT OF THE NAVY
COMMANDER SUBMARINE FORCE
UNITED STATES PACIFIC FLEET
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Canc frp: NOV 97

COMSUBPACNOTE 5720
0021

130 MAY 1997

COMSUBPAC NOTICE 5720

Subj: DUTIES OF SQUADRON PUBLIC AFFAIRS OFFICERS

Ref: (a) SECNAVINST 5720.44A

Encl: (1) Submarine Tour Guidelines
(2) Telling the Navy Story, A Handbook for the Collateral Public Affairs Officer

1. Purpose. With the increased emphasis on Public Affairs throughout the force it has become necessary to designate the responsibilities of both the Force and the Squadron Public Affairs Officers. As we have opened our doors to many activities and personnel, the workload has increased to the point that the SUBPAC Public Affairs Office cannot handle the number of requests and provide the high caliber of service which we must continue to accommodate. Reference (a) sets forth public affairs requirements for each activity and enclosures (1) and (2) provide guidelines for each Squadron Public Affairs Officer.

2. Action.

a. Each Squadron shall:

(1) Coordinate, escort (if necessary) and conduct general submarine tours as directed in enclosure (1). COMSUBPAC will continue to coordinate all class A (VIP tours) with the Squadron PAO. Class B, C and W tours will be handled at the Squadron level.

(2) Provide a weekly list of all tours scheduled for the following week by the COMSUBPAC PAO by 1200 each Friday if any tours are scheduled.

(3) Ensure all units assigned are complying with the Fleet Hometown News Release Program.

(4) Handle routine requests for information from the general public. **ALL MEDIA INQUIRIES WILL BE FORWARDED TO THE COMSUBPAC PAO.**

(5) Prepare initial external news releases on squadron and submarine personnel and events for chop and release by the COMSUBPAC PAO. Media releases will be authorized only by the COMSUBPAC PAO.

(6) Develop command internal information and community relations programs. Provide support for PATROL magazine as well as Hawaii Navy News.

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(7) Maintain a list of squadron and submarine personnel for a Speaker's Bureau. Ensure COMSUBPAC PAO is kept informed of any speaking arrangements (Rotary, etc.) in which Speaker's Bureau personnel participate.

(8) Evaluate potentially adverse incidents or situations and recommend a course of action to the Squadron Commander and the COMSUBPAC PAO.

(9) Ensure that all material prepared for release is free of classified information.

(10) Attend local collateral duty Public Affairs Training and encourage each unit's PAO to do the same. Provide support as outlined in enclosure (2).

(11) Become familiar with enclosure (2).

(12) When unsure how to handle any public affairs issue, contact the COMSUBPAC PAO at 471-0911.

b. The COMSUBPAC PAO shall:

(1) Be the sole point of release of all information to the news media.

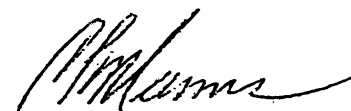
(2) Provide technical expertise and advise to all Squadron PAO's.

(3) Coordinate all VIP (Class A), media and foreign national tours.

(4) Coordinate all VIP and media embarks.

(5) Act as a mentor for all Squadron PAO's.

(6) Release external news releases prepared by the Squadron PAO's.



C. L. MUNNS
Chief of Staff

Distribution:

COMSUBPAC PAO

COMSUBRON 1

COMSUBRON 3

COMSUBRON 7

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SUBMARINE TOUR GUIDELINES**I. BASIC GUIDELINES**

A. All tours will be assigned a class designation (Class A, B, C, or W). COMSUBPAC PAO will coordinate all Class A tours with Squadron assistance. Squadrons will coordinate Class B, C and W tours with the submarines designated to host the groups.

B. Squadrons and units are encouraged to set up tours using contacts within the community and the military. Each Squadron will provide lists of upcoming scheduled tours to COMSUBPAC PAO each Friday by noon. Squadrons are also responsible for providing pertinent feedback to the COMSUBPAC PAO regarding tours.

C. Class A tours will remain the responsibility of COMSUBPAC PAO and will be assigned to the Squadrons using the schedule below, unless a specific submarine is requested. Class B, C and W tours will be the responsibility of the Squadrons on a rotating basis. The Squadrons and/or submarines will directly liaison with the tour groups to work the details of each request. The following identifies a duty schedule for lead Squadrons to accommodate tours:

<u>Months</u>	<u>Squadron</u>
1st month of each Quarter (OCT, JAN, APR, JUL)	Squadron Three
2nd month of each Quarter (NOV, FEB, MAY, AUG)	Squadron Seven
3rd month of each Quarter (DEC, MAR, JUN, SEP)	Squadron One

D. Should the lead Squadron assigned in paragraph C above not be able to accommodate the tour forwarded to them for action, the request should be provided to other squadrons for consideration. If a tour cannot be accommodated by any of the Squadrons, the lead squadron will inform COMSUBPAC PAO.

E. Tours should not include more than 25 people per submarine per tour. Children under 8 are generally not accommodated for tours. Should children be allowed on board, the submarine will provide close and constant supervision.

F. All visitors touring submarines will be provided guidance in advance regarding clothing and safety requirements. (Women should wear pants/slacks, visitors should be aware of steep ladders, all should be in good health.)

G. General visiting is not authorized.

H. Visiting by large groups of foreign nationals is not authorized. COMSUBPAC PAO should be notified regarding all tours for foreign nationals.

I. All tours should allow Sailors to describe to the guests the fundamentals of their jobs, within security constraints, and should leave guests with favorable impressions of the submarine force.

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J. All tours should ensure the guests understand the nature of all U. S. submarines, as outlined in the communication points below:

- (1) Safe, environmentally sound nuclear powered submarines are integral parts of our Navy, joint and combined forces team.
- (2) Stealth, endurance, firepower and mobility are our hallmarks.
- (3) Operate covertly, free of logistical support, for extended periods of time.
- (4) Using advanced technology, U. S. submarines perform a variety of missions as divergent as surveillance, deterrence, and special warfare operations.
- (5) Quality people, training and maintenance keep our force number one.
- (6) The United States Navy submarine force is the world's most capable. It is manned by the best trained and motivated submariners in the world.
- (7) Our submarines are of two basic types and subsequently each have their own capabilities and roles.

II. CLASS DESCRIPTIONS

A. CLASS A TOURS

(1) Description: Top-of-the-line tour, with as much demonstration of ship's equipment/capabilities as is possible in port and consistent with security/clearance of the guests. Reserved for high ranking civilians and flag rank military personnel or equivalent and high visibility guests. Designed to leave a favorable and lasting impression of the submarine force.

(2) Requirements:

(a) Uniform for tour escorts is summer khaki for E-7 and above, uniform of day for E-6 and below unless otherwise specified. Summer white may be requested upon occasion. When in doubt, call COMSUBPAC PAO for guidance.

(b) Commanding Officer of ship should greet visitor(s) topside and escort them throughout the tour. The presence of the Squadron Commodore may also be requested. At times, COMSUBPAC or his representative will act as host for the tour.

(c) Guests who require honors will be provided appropriate announcements/bells.

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(d) Each visitor is to have Polaroid photo taken at periscope during the tour. While visitor continues tour, personalized 8x10 or larger photo of ship with trimmed Polaroid picture will be ready for presentation at end of tour. Visitor should also be given a Welcome Aboard brochure/package.

(e) Tour UNCLAS spaces of submarine, to include:

- Operate planes/rudder
- Observe water slug demonstration from torpedo room. Have torpedo tube open with flashlight available for visitor to look into tube.
- Sonar room equipment energized.
- Fire control system energized and demonstrated in control room.

(f) If time permits, visitor should be given refreshments and sit down for informal question and answer session with the Commanding Officer in the wardroom or crew's mess at end of tour.

(g) Guests should be given the opportunity to sign ship's Visitor Book.

(h) Ship's store should be open to purchase ball caps and other memorabilia. Presentation of ball cap may be recommended.

(i) Gift exchange should be determined in advance through coordination with Squadron and COMSUBPAC PAO.

B. CLASS B TOURS

(1) Description: Medium grade tour for important visitors below flag rank or civilian equivalent. To provide as much demonstration of ship's equipment/capabilities as reasonable.

(2) Requirements:

(a) Uniform for escorts is working uniform of the day.

(b) Commanding Officer or Executive Officer should greet visitors topside. Tour may be conducted by a submariner qualified officer.

(c) Each visitor is to have a Polaroid photo taken at periscope at start of tour. While visitors continue tour, an 8x10 or larger color photo of ship, Polaroid photo and Welcome Aboard booklet will be placed in a folder for presentation at the end of the tour.

(d) Tour UNCLAS spaces of submarine, to include:

- Have torpedo tube open with flashlight available for visitor to look into tube.

- Sonar room equipment energized.

- Fire control system energized and demonstrated in control room.

(e) Ship's store should be open to purchase ball caps and other memorabilia.

C. CLASS C TOURS

(1) Description: Community/public tour with limited demonstrations, or demonstrations as feasible. Reserved for most visitors. Walk-through with emphasis on basic submarine characteristics. Limited in scope and does not require Commanding Officer's involvement. Tours such as Boy Scouts, Sea Cadets, NJROTC, and educational tours would fall into this category.

(2) Requirements:

(a) Uniform for tour escorts is working uniform of the day.

(b) Duty Officer of ship should greet visitors topside and supervise tour.

(c) Each visitor should receive a ship's welcome aboard booklet.

(d) The ship's store should be open for visitors to purchase ball caps and other memorabilia, if feasible.

D. CLASS W TOURS

(1) Description: Working tour with limited demonstrations for U. S. Navy commands or government employees. Visitors should be accompanied by the ship's duty officer and appropriate ship's representative (i.e., corpsman will assist with medical group) on tour. Walk through with emphasis on basic submarine characteristics and areas of particular interest to the group. If a classified tour is requested, clearance data must be obtained. This type of tour does not require Commanding Officer's involvement.

(2) Requirements:

(a) Uniform for tour escorts is working uniform of the day.

(b) Duty officer of the ship should greet visitors topside.

(c) Each visitor should receive a ship's Welcome Aboard booklet at the end of the tour.